Strategic Design Management for Creative Entrepreneurship

Course Code			
Class Times		**Classroom**	Bldg
Equivalent Year Level	First and sophomore	**Course Credit**	3

Instructor	Name: Erin Cho	**Sessions**	15(45 class hours)
Office		**Email**	choje@newschool.edu

❑ Instructor's Profile

Name: Erin Cho

Erin Cho is a professor in Strategic Design Management at Parsons School of Design, The New School. She received her B.A. and M.A. from Seoul National University majoring clothing & textiles and obtained her Ph.D. in 1998 from University of Wisconsin-Madison specializing in consumer behavior & supply chain management in the filed of Environment, Textiles, and Design. Professor Cho is a highly regarded scholar and practitioner in the areas of design strategy, branding, innovation, e-commerce, and entrepreneurship. Fusing her specialties both in management and design, she has built not only an impressive list of research outputs in internationally respected journals but also extensive corporate consulting and venture incubating experiences. She frequently delivers keynote speeches on these topics for academic and industry associations, such as Adobe Max, Digital leaders' forum, Sensory and Neuromarketing conference, Design and Management society, etc. She is currently serving as Executive Director of Executive Education in the division of corporate partnership and industry engagement at The New School, and is also serving as an advisor of XRC lab, Impact Entrepreneurship, E-lab at Parsons.

Education
Ph.D. in Environment, Textiles, and Design, University of Wisconsin-Madison
B.S. & M.S in Clothing & Textile, Seoul National University

Expertise
Branding, Innovation, Entrepreneurship, E-commerce, Design Strategy

Most Recent Works

Selected most recent publications:

Choi, O. & Cho, E. (2019). The mechanism of trust affecting collaboration in virtual teams and the moderating roles of the culture of autonomy and task complexity, *Computers in Human Behavior* (SSCI), forthcoming on February, 2019, 305-315

Cho, E. Ki, C., & Kim, Y. (2019). Ethnic-Inspired Design Consumption As a Means of

Enhancing Self-View Confidence, *Social Behavior and Personality* (SSCI), *Forthcoming*, 47 (1).

Cho, E., Lee, J., & Lee, Y. (2017). Corporate Philanthropy Affecting Consumer Patronage Behavior: The Effect of Reciprocity and the Moderating Roles of Vicarious Licensing and Strategic Fit, *Sustainability* (SSCI), 9 (June), 1-15.

Song, S., Cho, E., & Kim, Y. (2017). Personality Factors and Flow Affecting Opinion Leadership in Social Media, Personality and Individual Differences (SSCI), Vol 114 (August), 16-23.

Yoon, S. & Cho, E. (2016). Convergence Adoption Model (CAM) in the Context of Smart Car Service, *Computers in Human Behavior* (SSCI)*,* Vol 60 (July), 500-507.

❑ Course Information

Course Description	Strategic Design Management for Creative Entrepreneurship This course is designed to provide students' with an opportunity to learn about strategic design management and the importance of creativity and design strategies to a firm's brand building efforts and innovation. In addition to discussing the roles and critical elements of design management, this course sheds light on several contemporary issues that a firm must incorporate to ensure the success of its brand innovation. This course will also help students understand that the ultimate goal of branding is to create and establish a powerful and innovative meaning that appeals to an audience and stands out within its competitive landscape. The format of this course is the combination of lectures and a studio practice. As a team, students will analyze and develop a branding program evolving around products, services, and/or endorsements that addresses an identified opportunity/lack of appropriate solutions in everyday life and takes into account social, environmental, and financial sustainability.
Course Evaluation	Class attendance 10% Participation & peer evaluatin 10% Article presentation 20% Group project midterm presentation 25% Group project final report & presentation 35% **Attendance** will be important for keeping up with class. Good attendance and **active participation** will be reflected in grade.
Course Materials	Brand Driven Innovation (BDI): Strategies for Development and Design (2010) by Erik Roscam Abbing, Fairchild, ISBN-13: 978-

	2940411283
	Supplimentary reading: *Outrun* (2013) by Erin Cho – 아웃런: 혁신을 디자인 하라, 한국경제BP Other materials will be announced in class
Class Policy	Students are expected to work on the project both in class as well as outside the class as a team.
Etc. *(e.g. Guidelines)*	

❑ Course Schedule

Session	Description	Etc
1	**Overview & Introduction, Team Formation**	
2	What is strategic design management (SDM) and how it is different from design management. Understanding the role of strategic design management for brand builing and innovation & where SDM fit in to define the DNA and the innovation of a brand.	
3	How SDM drives brand innovation and new entrepreneurshop and fulfills the brand promise.	
4	How design and design thinking can shape and execute the brand innovation strategy. Design-led innovation in the context of branding and innovation.	
5	Developing human-centered branding strategies. Tools and methods for design-led innovation and creative entrepreneurship	
6	*SDM Analsysis Report*	
7	The role of creativity in the marketing and communication strategies for establishing meaningful brand meaning	
8	Design-led innovation (DLI) workshop: The framework and the processes. Engaging in the first stage of DLI (exploration of market, industry, and consumer behavior)	
9	DLI via Design thinking methodology – identifying, testing, & validate initial ideas	
10	**Progress Report**	
11	Putting the framework on what is discovered. Assessing the market potential and extracting insights	
12	The value proposition of the innovation. Turning insights into a Minimum Viable Product (MVP)	
13	Developing a prototypes and devising a solution. Involving users in a design-driven innovation project. Using prototyping to orchestrate brand touchpoint.	
14	Continuing on prototype development and devising a solution + Reflection of the processes and engagement	
15	**Final Report & Presentation**	